

ABSTRACT

A personalized media service is provided wherein advertisers bid in real-time for advertisement space in a media on demand product. A user selects a media request from a list of available media for printing as a hardcopy. Advertisements for the media hardcopy are customized according to the users preferences. Layout of each advertisement is controlled by the content provider. The media request may also be customized in accordance with specified user preferences such that a content provider may provide the user with a tailored media experience.